



VCU

**VIRGINIA COMMONWEALTH UNIVERSITY
BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE**

February 28, 2020 – 11:15 a.m.**

**James Branch Cabell Library
901 Park Avenue – Room 303
Richmond, Virginia**

OPEN SESSION AGENDA

- | | |
|---|--|
| 1. CALL TO ORDER | G. Richard Wagoner Jr. <i>Chair</i> |
| 2. APPROVAL OF AGENDA | G. Richard Wagoner Jr. <i>Chair</i> |
| 3. APPROVAL OF MINUTES
(December 13, 2019) | G. Richard Wagoner Jr. <i>Chair</i> |
| 4. INTRODUCTIONS AND DASHBOARD REVIEW | G. Richard Wagoner Jr. <i>Chair</i>
Mr. Jay Davenport, <i>Vice President for Development and Alumni Relations</i> |
| 5. GOVERNMENT RELATIONS UPDATE | Mr. Matthew Conrad, <i>Executive Director of Government Relations</i>
Ms. Karah Gunther, <i>Executive Director Government Relations and Health Policy</i> |
| 6. PUBLIC RELATIONS AND MARKETING UPDATE | Ms. Pamela Lepley, <i>Vice President for University Relations</i> |
| 7. DEVELOPMENT AND ALUMNI RELATIONS UPDATE | Mr. Jay Davenport, <i>Vice President for Development and Alumni Relations</i> |
| 8. CLOSED SESSION – Freedom of Information Act Sections 2.2-3711 (A) (9) | |
| a. Named Fund and Spaces Report | Mr. Jay Davenport, <i>Vice President for Development and Alumni Relations</i> |
| b. Approved Named Funds Under \$50,000 | Mr. Jay Davenport, <i>Vice President for Development and Alumni Relations</i> |

c. MIR Campaign Extension

Mr. Jay Davenport, *Vice President
for Development and Alumni
Relations*

d. Top Gifts

Mr. Magnus Johnsson, *Senior Associate
Vice President for Development*

9. RETURN TO OPEN SESSION

Resolution of Certification

Ms. Shannon Gravitt, *Special Assistant
To the Vice President*

10. ADJOURNMENT

G. Richard Wagoner Jr. *Chair*

**** All start times for Committees and the Board are approximate only. Meetings are sequential in the order appearing. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**

Virginia Commonwealth University

Board of Visitors, University Resources Dashboard

FY2020

Issue	Quest Theme	Owner	FY20 Goal	Progress toward Goal	% Progress toward goal	Risk	Notes
Value of New Gifts and Pledges	V	DAR	\$100.00	\$46.67	47%	Yellow	
Percentage of Alumni giving	V	DAR	8.0%	4.57%	57%	Yellow	
Earned Media Hits (total)**	V	UR	37,000	13,361	36%	Green	
National Media Hits	V	UR	27,500	9,141	33%	Green	
Earned Media Impressions (B)	V	UR	24.5	20.5	83%	Green	
Media Coverage Tone (positive/neutral)**	V	UR	90%	89.6%	On Track	Green	
VCU Social Media Engagement (M)	V	UR	9.80	7.70	79%	Green	
MIR Recruitment and Institutional Campaign paid media impressions, all channels (M)	V	UR	101.7	80.70	On Track	Green	

Footnotes:

Government Relations does not use benchmark data to measure success of activity or progress toward goals.

**Percentage of positive and neutral articles vs. negative.

Overall PR standard 75-80%

GOVERNMENT RELATIONS

**Board of Visitors Executive Summary
February 28, 2020**

PRESENTATION TITLE: Government Relations	
Presenter Name and Title: Matthew Conrad, Executive Director of Government and Board Relations; Karah Gunther, Executive Director Of Government Relations and Health Policy	
Responsible University Division: Government Relations BOV Committee: University Resources Committee	
Quest Theme(s) and Goal(s) to be Addressed:	
Key Presentation Messages [Limit presentation to 5 min]	<ol style="list-style-type: none"> 1. State Relations 2. Federal Relations 3. Local Relations
Governance Implications	
Governance Discussion Questions	<ol style="list-style-type: none"> 1. 2. 3.
Next Steps for Management (Responsible Division Head; Timeframe for Action)	
Next Steps for Governance (Responsible Board Member; Timeframe for Action)	

Government Relations Pre-read Materials

1. State Relations

- Budget Update
- Session/Legislative Update
- Student Lobby Day

2. Federal Relations

- HEA
- Research visits – thought leadership

3. Local Relations

- Projects of Importance to VCU/VCUHS

Public Relations and Marketing Communications

University Relations Dashboard FY 2020

Metric (As of Jan. 31, 2020)	FY 19 Actual	FY20 Goal	FY20 Actual	% of goal
Earned Media Hits*				
• Media Hits (total)	36,089	37,000	13,361	36.1%
• National Media Hits	26,950	27,500	9,141	33.2%
• Top Tier National media hits	190	200	146	73%
Earned Media Impressions (in billions)	23.7B	24.5B	20.5	83%
Media Coverage Tone (positive/neutral/balanced)**	97%	90%	89.6%	On track
Social Media				
• VCU social media engagement (in millions)	9.6M	9.8M	7.7M	79%
MIR Recruitment and Institutional Campaign				
• Combined Make it Real and Co-op campaigns paid Impressions (in millions)	N/A	101.7M	80.7M	On track

*Hits/Impressions do not include Athletics coverage, except where Athletics became news in itself

**Percentage of positive and neutral/balanced articles vs. negative

*** New metric for FY 19 – benchmarks to be set

Definitions: Impressions are the number of times content is displayed. Engagement is the number of interactions people have with content (e.g. likes, comments, shares, retweets, etc.). Followers are subscribers to an individual or organization social media account. Media hits are content passed by an editorial filter that is published/broadcast in traditional and digital media. Owned media are communications channels under VCU's central control (VCU News Center).

National Prominence: Raise institutional brand awareness and reputation for the university and its academic health center through integrated public relations and marketing communications

Coronavirus

135 hits, 111M+ impressions

Dr. David Cifu on NPR

4 hits, 32M+ impressions

Wilder School Poll

23 hits, 65M impressions

CTSP/Vaping Profile

WRIC ABC 8

295K impressions

Attacks on Virginia's gun safety efforts are irresponsible overreactions



npr All Things Considered

Trump Downplays U.S. Soldiers' Head Injuries, But Combat Brain Trauma Can Be Serious

January 23, 2020 - 4:28 PM ET
Heard on All Things Considered

4-Minute Listen



VCU lab studying effects of vaping, e-cigarettes share recommendations with FDA



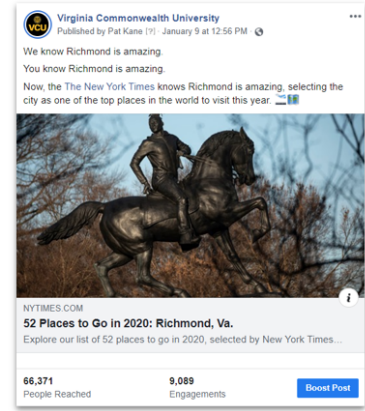
January Social Media Highlights



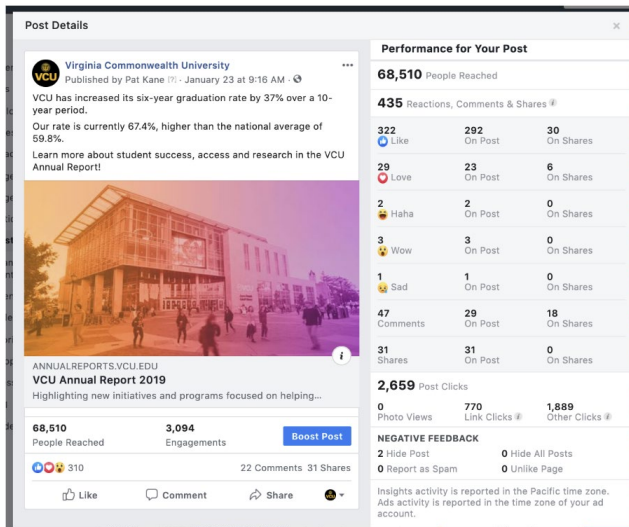
Three online programs ranked by U.S. N&WR
 Facebook: 22,011 reach, 2,099 engagements
 Twitter: 21,274 impressions, 676 engagements (boosted)



Wilder School poll on proposed Virginia gun laws
 Facebook: 12,918 reach, 3,143 engagements
 Twitter: 21,797 impressions, 205 engagements



Richmond named top place to visit by New York Times
 Facebook: 66,371 reach, 9,089 engagements
 Twitter: 5,777 impressions, 152 engagements



- Facebook: boosted 109,700 impressions, 2,659 clickthroughs
- Instagram story "Did you know" - 19,003 views

Student Success

- Finalizing message platform and campaign plan with VOXGLOBAL, who will report to the entire Board of Visitors at February meeting
- On a parallel track, University Relations continues to focus on student success awareness through all communications channels including earned, owned, shared and paid media
- U.S. Rep. McEachin has agreed to give a brief floor speech reiterating VCU's success and priorities; University and Government Relations working assisting his staff
- President Rao met with APLU president who offered help to tell VCU's story to national audiences
- First peer communication on VCU student success initiatives distributed to university president and academic health system CEO peers; drew favorable response

February 2020

December/January Student Success Media Highlights

Camille Schirer, Miss America 2020
 National/International coverage of December win **598 hits, 1.49B impressions**
Overall:

INSIDER USA TODAY People TODAY
 The Washington Post GLAMOUR TIME
 'Miss America can be a scientist': Camille Schirer of Virginia wins after onstage chemistry experiment
 BBC

Local coverage of January return to VCU

WJZL: 4-year-old cancer survivor who went through chemo in a hair salon Miss America

60c3NEWS
 VPM NEWS
 Richmond Times-Dispatch
 Miss America & VCU Pharmacy student Camille Schirer to visit Richmond this week

Miss America, VCU student Camille Schirer returns to RVA
 On Your Side

A fresh take on medicine

At Virginia Commonwealth University, we help all students gain hands-on experience. It's part of our REAL (Relevant Experiential and Applied Learning) initiative, which was designed to give every student access to life-changing opportunities. "Working with a local food bank introduced me to the importance of nutrition," says medical student Derek Sheen. Now teaching patients about how diet affects recovery has become a big part of his practice. Derek's success is an example of what we hope to accomplish with REAL experiences at VCU.

VCU Make it real.

SCIENTIFIC AMERICAN 175 npr CITYLAB

Racist Housing Practices From The 1930s Linked To Hotter Neighborhoods Today

January 14, 2020 - 2:38 PM ET
 Heard on All Things Considered
 PIES ANDERSON

3-Minute Listen

Redlined Neighborhoods
 VCU student participated in widely-publicized study
 109 hits, 65M impressions

Lil' Sprouts Microgreens
 Undergrad entrepreneurship student profiled by Richmond Magazine
 42.1k reach

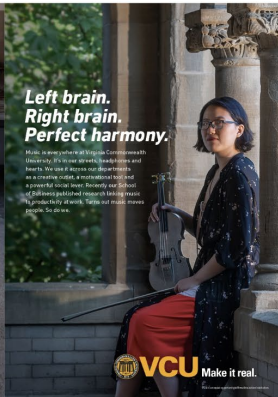


Student Recruitment: Make it Real in-state and out-of-state recruitment marketing, in partnership with Strategic Enrollment Management (SEM)

TOTAL IMPRESSIONS TO DATE: 80.7 million
TOTAL CONVERSIONS: 11,685

- 49% were hits to Transfer Application link, 30% to Freshman Application link
- 35% conversions from out-of-state (click to action in vcu.edu)
- Conversions include: hits to freshman application, international freshman application, join email list (undergrad), transfer application, register for events

70% of visits to the MIR advertising landing pages are coming from out of state. Top five: New York, (17%) DC (8%), New Jersey (7%), North Carolina (6%), Pennsylvania (5%)



Executive Communications to advance all presidential and Quest implementation priorities, with an emphasis on student and patient success

- The president’s annual State of the University address on Jan. 30 focused on VCU as an exemplar for what a research university should be in the 21st century, including a new experience for diverse students, faculty and patients.
 - The address attracted an SRO (more than 250) audience at Cabell Library. Facebook live total engagement surpassed last year’s:
 - 12,719 Reach
 - 4,511 3-second Video Views
 - 854 Engagements
- Dr. Rao’s video highlighting our commitment to safety has been viewed by **167 team members nearly 200 times** on our new intranet
 - Video views on YouTube – 1,197
- University Relations and Development and Alumni Relations continue to work together on presidential messaging for donor/alumni audiences in 10 key markets nationally (Salon Dinners).

Issues Management

Novel Coronavirus – University Relations has coordinated ongoing internal and external communications to students, faculty, staff and the public regarding impacts of the novel coronavirus on the university community and beyond. The health system’s national expertise in managing infectious diseases has been highlighted. This includes a [VCU website feature](#); digital messages to students, faculty and staff; social media outreach; TelegRAM messages and more.

The screenshot shows the top navigation bar of the Virginia Commonwealth University website. The header includes the university name, a campaign slogan 'Make it real. CAMPAIGN FOR VCU', and a 'Give' button. Below the header is a main navigation menu with links for MYVCU, REGISTER FOR CLASSES, CURRENT STUDENTS, FACULTY AND STAFF, PARENTS AND FAMILIES, ALUMNI, PATIENTS, and COMMUNITY. The main content area features a large banner with the title 'What is Coronavirus?' and a sub-headline: 'Amidst rising concern, VCU Health expert helps us understand this new disease and its risk factors.' A 'Read more >' button is positioned below the sub-headline. On the right side of the banner, there are three stacked buttons: 'APPLY', 'VISIT', and 'PROGRAMS'. The background of the banner is a blue gradient with several 3D models of coronavirus particles.

FISCAL YEAR 2020 PR & MARKETING GOALS

Public relations and marketing communications goals for Fiscal 2020 are focused on raising institutional brand awareness and reputation among national and regional audiences. The Make it Real paid campaign also supports undergraduate in-state and out-of-state student recruitment.

New earned media goals focus on the quality of national media coverage:

- *“Top tier” national media hits*
- *Baseline of media hits that “tell our story,” versus a quote or mention*
- *Baseline of coverage in markets where we target undergraduate recruitment*

Owned media goals focus on strengthening our creative storytelling while developing a larger readership through improved distribution channels, particularly the VCU News email newsletter and the VCU News site.

Shared media goals:

- *Navigate changes in social media platforms that reduce reach of institutional posts*
- *Supplement organic social media strategy with a paid strategy to extend reach*
- *Focus on our governance role by helping VCU units prepare for exterior threats, including bots*

Paid media goals:

- *Undergraduate in-state and out-of-state recruitment*
 - *Increase out-of-state applications*
 - *Increase in-state applications*
- *Institutional awareness*
 - *Remain competitive among peer institutions*

DEVELOPMENT AND ALUMNI RELATIONS

Development and Alumni Relations Metrics Fiscal Year 2020

	FY2019	Threshold	Target	Exceeds	2020	STLY (2019)	Variance
Development/Fundraising							
Amount Raised (MM)	\$124.87	\$95	\$100	\$105	\$46.67	\$62.47	-25.29%
Principal	18	6	8	10	8	10	-20.00%
Major	391	350	375	400	225	257	-12.45%
Corporation/Foundation/Organization	2,633	2,850	2,950	3,050	1,445	1,583	-8.72%
Planned	71	50	60	70	32	42	-23.81%
Annual	31,107	29,000	30,000	31,000	18,267	18,755	-2.60%
AG Amount Received (MM)	\$15.27	\$12.5	\$13	\$13.5	\$10.49	\$10.49	0.07%
Solicitations (Opportunities)							
Principal	25	24	28	32	22	21	4.76%
Major	406	350	375	400	304	209	45.45%
Corporation/Foundation/Organization	286	275	300	325	192	159	20.75%
Planned	91	85	90	95	69	53	30.19%
Gift Officer Visits	4,131	3,750	4,000	4,250	2300	2225	3.37%
Total Number of Donors	30,838	29,000	30,000	31,000	19,715	21,073	-6.44%
Alumni Engagement							
Alumni AG Amount Received (MM)	\$5.82	\$5.5	\$5.75	\$6	\$4.19	\$3.96	5.95%
Solicited Alumni Giving Rate	8.13%	7.75%	8%	8.25%	4.57%	6.38%	-28.37%
First-Time Alumni Donors	1,443	1,800	2,000	2,200	738	829	-10.98%
Retained Alumni Donor Rate	56.00%	55%	57%	59%	40.43%	41.55%	-2.70%
First-Time Retained Alumni Donor Rate	25.44%	22%	24%	26%	15.99%	17.49%	-8.58%
Alumni Event Attendees	N/A	10,000	12,500	15,000	TBD	TBD	TBD

Amount Raised -- Includes cash, undocumented realized bequests, in kind gifts, planned gifts, and philanthropic grants for the period 7/1/2018 to 6/30/2019. This is the same value as the MIR campaign total for the fiscal year.

Principal -- Number of new gifts or pledges in the amount of \$1 million or more

Major -- Number of new gifts or pledges by in the amount of \$25,000 or more, but below \$1 million

CFO -- Number of new gifts or pledges by corporations, foundation, or organizations of any amount. Excludes alumni and family foundations.

Planned -- Number of planned gifts made of any amount.

Annual -- Number of new gifts or pledges under \$25,000 by individuals, alumni foundations, or family foundations.

AG (Annual Giving) Amount Received -- Includes tax deductible payments made during the current fiscal year under \$25,000.

Principal, Major, CFO, Planned Solicitations -- Number of solicitations that are accepted, rejected, or pending.

Gift Officer Visits -- Number of Scheduled Personal Visit interactions.

Total Number of Donors -- Total number of donors for the fiscal year. Includes soft credited spouse donors.

Alumni AG (Annual Giving) Amount Received -- Same as above definition, but only includes VCU alumni.

First-time alumni donors -- Count of alumni donors who gave their first hard or soft credited tax deductible gift to VCU during the current fiscal year.

Retained alumni donor rate -- Percent of hard or soft credited tax deductible gift alumni donors from the previous fiscal year that are hard or soft credited tax deductible gift donors in the current fiscal year.

First-Time Retained alumni donor rate -- Percent of first-time hard or soft credited tax deductible gift alumni donors from the previous fiscal year that are hard or soft credited tax deductible gift donors in the current fiscal year.

NOTE: The Development/Fundraising and Solicitations(Opportunities) sections are not mutually exclusive. (i.e. A planned gift of \$1M can be counted in the planned gift row AND the principal gift row)